

Oneida County Tourism Meeting Minutes
Rhineland Chamber of Commerce
June 4, 2012

Present: Sarah Pischer, Romelle Vandervest, Kari Zambon, Diane Hapka, Connie Madden, Lyn Pilch, Lara Reed, Kim Baltus, Dan Brekke, Lyn Pilch

Excused: Bob Martini

Absent: Skip Brunswick, Billy Fried

1. **Call to Order** – the meeting was called to order by President Diane Hapka at 1:37 pm
2. **Approve agenda** – Motion Vandervest/Madden; motion carried
3. **Approve April minutes** – Motion Vandervest/Zambon; motion carried
4. **Treasurers Report** –Connie Madden; the information from the county was sent to Madden just one hour before the start of today’s meeting therefore there is no treasurer’s report for this month and it will need to be given at the next meeting.
5. **Approve Invoices** – Connie Madden; there are two invoices to approve. Both from Pilch and Barnet. The first is for March, April and May services in the amount of \$22,699.53 and the second is for June and July services in the amount of \$11,200. Motion to approve invoices Vandervest/Zambon; motion carried
6. **Discuss meeting times** – a discussion was held regarding the date and time of our meetings. It was decided to keep them the same on the first Monday of the month at the same time.
7. **Dates of Future Meetings** – August 6, 2012 in Three Lakes, the location is still to be determined
8. **County Board Presentation** – A discussion was held regarding presenting the “Power of Tourism” presentation to the County Board. It is on the September 18th agenda. The meeting is at 9:30 AM at the Oneida County Courthouse. It was also discussed to give the presentation to the Finance Committee in August. Hapka will request to be put on to the agenda, the date for that meeting is not known. The members of the committee were asked to attend if possible.
9. **JEM Branding Grant Update** – Lyn Pilch; the year two grant application was approved. Discussion was not held as it was wrapped into the ITBEC update by Zambon.
10. **Pilch & Barnet Report** – Lyn Pilch; the Oneida County website copy was sent to the Executive Committee for a first review. It will be sent out to the entire committee at a later review date. Pilch passed around the logo options for the re-design. There are four options and color palettes. The group settled on option two with the expanded color palette. A couple of different versions will be emailed out to the group at a later time. Pilch also handed out the

Quarterly Report for review by the group. She discussed the new format, which should be easier to read, which the group agreed. As we move forward with the web re-design if anyone has pictures, webcam links, videos, packages or fishing reports please send them to Pilch and Barnet to the email address web@pilchbarnet.com. The calendar of events was also discussed, the hope is to create a calendar that will pull from the already populated Chamber calendars. The Oneida/Vilas county map was discussed. This map needs to be reprinted. It was not in the budget but we do have some money that can be allocated to cover this cost. The group told Pilch to move forward with it. The Oneida County Trail Guide was also discussed. We are completely out of these so the re-design will be moved up and worked on right away. Pilch asked the group to look at our trails and forward any changes to her. Also, consider anything you think we need to add or change about the guide. The size was discussed so Pilch will bid out two different sizes for us to consider at the next meeting.

11. **State Tourism Update** – Sarah Pischer; the 2011 Economic Impact numbers are out. Pischer reminded the group the methodology and group doing the research has changed so keep that in mind. Several examples of materials we can use and tweak to Oneida County were passed around including a letter for County Board Members. It was decided to send this out in July so that we hit the group in July, August and September with information on the importance of tourism. An update on the Governor's Council on Tourism was given. Cindy Burzinski from Vilas County has been appointed to this group. Ruth Goetz our previous rep's term will be expiring in June, also Jim Holperin will no longer be on the committee. The next meeting for the council will be on October 18th in Eagle River and it was suggested the members of this committee try to attend. The location has not been announced yet. The State's summer marketing was increased to \$3million and began the third week of May in WI, IL, MN, Eastern IA, and a bit of Michigan. There are three TV commercials running, radio ads and also print ads. These can all be viewed on the industry website. We will also be doing some train wraps, bus stops and floor ads in the Chicago and Minneapolis markets. Interviewing for the new regional tourism specialist is currently underway and they hope to have an announcement by the end of the month with that person starting in July. The meetings and conventions grants awarded 7 grants for a total of \$56k for this grant's first round. The recent JEM grant round the just closed awarded 50 grants for \$1.13 million. The Department will also be making some changes to their website to roll in with Think WI and Sports WI so that extranet partners need to only make one update to update all three sites. The group had some questions on this so Pischer will get some clarification as to how this will work exactly. The changes to the website hope to be launched by the end of year. There will be some new features like a fishing hub, biking hub and veteran's hub. The Fall/Winter event guide will be launching at the State Fair the first week of August so make sure to have your extranet updated. There are still openings at the booth if anyone is interested let Sarah know. The Activity Guide will also be redone so look through that and let Sarah know of any corrections and also update the extranet. New additions will be Outdoor Art, Zip-lining, Top 10 List, Water Parks and Small Town Charm so if you have items for these categories let Sarah know. Walk with Walker will also be starting back up again and in August the 15-18 she will be in Florence County so could be a good time to get her to our area as well. If you have any ideas submit them to Sarah. They like a 2 mile walk and to also involve kids, the idea being a good opportunity for a health education and physical fitness activity. A reminder that the TIC grant deadline is July 1st and JEM Grant deadline is in August.

12. **ITBEC Report** – Kari Zambon; the group reviewed the Northwoods Consortium meeting held in Phillips on May 22nd. At that meeting four committees were formed to tackle items of importance to the Northwoods, taxes and revenue, education and outreach, marketing and infrastructure. There is an open invitation for anyone wanting to get involved to join any one of the four committees. The bid to update the ITBEC website was awarded to Pilch and Barnet
13. **Grow North & OCEDC Report** – no report given
14. **Community Reports** - Lake Tomahawk – snowshoe baseball has started up again. Minocqua – won a bid to be the HOG Rally site for 2013. They are looking into and have picked up the file to bring Lake Tomahawk into the Chamber. Rhinelander – this Saturday is the Art Fair on the Courthouse Lawn, Car Show, Art Start Fair, Master Gardener's Plant sale and Masonic Lodge Pancake Breakfast. All activities are from 9am to 3pm.
15. **Public Comments** – none
16. **Items to include on next agenda** – Approval of the February meeting minutes, June's Treasurer's Report
17. **Motion to adjourn** – meeting adjourned at 3:45 PM

Respectfully submitted,
Lara Reed